

## **Request for Proposals**

**RFP #2015-12-15**

### **Video Web streaming and Archiving of City Public Meetings**

This Request for Proposals includes the following sections:

1. Introduction
2. Purpose and Objectives
3. Scope of Services
4. Requirements
5. Proposal Format
6. Submittal
7. Proposal Evaluation
8. Correspondence Regarding the Request for Proposal

#### **Introduction**

The City of Fulshear is issuing this Request for Proposals to provide video web streaming of public City meetings/sessions to the citizens and personnel of the City of Fulshear. The selected firm will provide basic video web streaming of programming broadcast on an annual basis for a term of two (2) years. Additionally, the selected firm will demonstrate the capacity to provide archiving services, indexing services, and pod-casting of audio recordings on the City of Fulshear's website. All necessary components including technical equipment, software, etc. will be needed as there is not a system currently in place. The selected firm will provide recommendations of the technical equipment, software, etc. needed to perform this service

#### **Purpose and Objectives**

The purpose of providing these services is to allow the citizens and personnel in the City of Fulshear the opportunity to view public meetings in real-time online as well as in an indexed archive format so all recorded meetings (video and/or podcast) are accessible online. The objective is to utilize available technologies to maintain transparency in municipal government and conveniently provide information to the citizens in the City of Fulshear.

#### **Scope of Services**

##### **1. Basic Video Web streaming:**

- a. In addition to standard programming, the City anticipates fewer than six (6) meetings per month that will be recorded and broadcast online. The meetings will consist mostly of twice monthly City Council meetings as well as other publicly held meetings.
- b. The system proposed must be off-site hosted with very little interaction with City staff other than direct access to the video/audio feeds.
- c. Content shall be delivered via a widely utilized video streaming format.
- d. The system must interface with the City of Fulshear's website and/or internet and must have unlimited bandwidth.

e. City personnel will have direct access to use the system. With this in mind, the "in house access" must be outside of the internal City internet bandwidth.

f. Provide details on the software modules (and the number of licenses and cost) and their capabilities/features, the direct client services your firm will provide during installation/modification, training of City personnel, and ongoing technical support. Please address the cost for each and any alternatives that your firm believes would provide a better product to the City of Fulshear.

g. Provide details on the technical equipment (microphones, cameras, etc.) and their capabilities/features, the direct client services your firm will provide during installation/modification, and ongoing technical support. Please address the cost for each and any alternatives that your firm believes would provide a better product to the City of Fulshear.

## 2. Archiving/Indexing/Search Capacity:

a. Firms shall demonstrate their ability to provide archiving and indexing options to the City for on-demand, indexing, and search services. Please provide detail on these services, including cost breakdown, same as video web streaming as applicable to the above, within the parameters listed below:

b. Individual meeting content shall be separately indexed/cross linked/time coded by agenda for ease of access and selection of specific items of interest and shall be available "on demand".

c. The system must have the capability to archive the above for at least 18 months, but in some instances, or for specific meetings, longer. It should include searchable archiving.

d. If the system can be integrated with a document management system, information should be provided detailing the availability and the brand name of the system it is compatible with.

## 3. Audio Podcasting:

a. In conjunction with the above or stand-alone from video web streaming, the City is requesting a proposal to provide audio podcasting of the same number of meetings as listed in Video Web streaming.

## 4. Generalized Specifications to Video Web streaming and/or Audio Podcasting:

a. The City requests a specific listing of internal and external operating software/hardware needs to host or operate the above referenced software modules. Please provide a cost for each of these, as if the City were to select a turn-key project.

A Pre-Bid conference will be conducted to give potential responders the opportunity to examine the current equipment and configuration.

b. Please provide costs for ongoing monthly maintenance for operation of the system, this must also reference the anticipated cost over the proposed 2 year contract term.

c. The monthly maintenance costs should cover 24/7 monitoring and customer care response to problems, issues, questions, or concerns. Connection should be to a live person located within the USA at a toll free number.

d. As a part of the RFP response the firm must provide an in-depth extensive product and service overview. Any necessary user training or equipment installation/modification must be discussed in the proposal.

### **Specifications**

1. The selected firm is expected to provide necessary technical equipment, software, etc. for the City of Fulshear's video web streaming, archiving, and audio podcasting services. It is also expected that all necessary training and 24/7 technical support will be provided by the selected firm.

3. It is highly preferred for firms to attend the pre-bid meeting to tour the facilities on January 6, 2016 at 2:00 PM – City Hall, 30603 FM 1093 Road West, Fulshear, TX 77441. In an effort to maintain fairness in the process, inquiries concerning this procurement, including questions related to technical issues are to be directed to:

Kristi Brashear  
Finance Director

E-mail address: kbrashear@fulsheartexas.gov

**\*\*The Subject Line should read: Video Stream**

**The Deadline for Questions will be 5:00PM on January 8, 2016.**

4. If the firm elects to deviate from the above information requested, offers exceptions, or has alternative products and/or concepts, those should be noted in the RFP response and maybe considered by the City.

### **Requirements**

To be considered for the award, the proposer shall meet or exceed each of the following minimum requirements. Failure to meet a requirement will result in the disqualification of the proposal (i.e. the proposal will **not** be considered for the award):

1. The proposer shall have a minimum of ten (10) years documented experience performing video web streaming, archiving, and audio podcasting services.

2. The proposer shall provide a list of five (5) references; municipal government references are *strongly* preferred. References must include business/entity/municipality name, direct individual contact name, contact number/email, and years using the system being proposed to the City of Fulshear. The references should be in the state of Texas or the immediate regional area.

3. The proposer shall have demonstrable knowledge and skills in providing 24/7 technical support and availability for questions, concerns, and troubleshooting before, during, and after sessions are complete.

4. The proposer shall be available for a product presentation to City Staff as a part of the RFP selection process.

## **Proposal Format**

Proposals should provide a straightforward, concise description of the capabilities to satisfy the requirements of this request. Emphasis should be placed on clarity of content and thoroughness. All proposal responses must be in the following format:

1. Cover Letter: Including official name of the proposing firm (and/or third party vendors), the address, phone number and e-mail of the firm, as well as the name(s) of the principal contact person. The cover letter must be signed by a person(s) authorized to bind the proposing firm.
2. Table of Contents: Include an index listing all contents and any included attachments.
3. Firm Background: This section should include a brief description of the firm as well as experience and qualifications of the person(s) who will be performing the services. Indicate whether the firm is an independent entity or part of a larger corporation. This section should include a general overview of the firm's services as well as the extent to which the firm has experience in providing video web streaming, archiving, and audio podcasting services within the past five years.
4. Proposed Work Plan: This section should contain an outline of the steps the firm proposes to meet, the scope of services and a timeline for each step, including completion. The work plan should indicate time frame for project completion.
5. References: Provide at least five (5) client references of similar size and/or population, preferably public sector, clients with which the firm has worked in the past five years using the same as or extremely similar services presented in proposal. Provide a contact person, telephone number, e-mail address and mailing address, as well as a brief description of the services provided. The references should be in the state of Texas or the immediate regional area. sized, preferably public sector
6. Work Sample: Please provide a sample similar work product (preferably municipal government open meetings/sessions, both video and audio, as well as archive structure).
7. Cost Proposal: The City anticipates a three year contract with a monthly service fee. Provide a complete breakdown on all costs related to the content of the proposal required to accomplish the scope of work, including estimated hours for each component of the proposal, including but not limited to the line item cost proposal to provide all deliverables solely to the City of Fulshear; the line item cost to upgrade/improve existing technical equipment and/or software, etc. Also include an hourly rate for additional work that may be requested but is not included in the proposal.

## **Submittal**

Proposals must be submitted no later than **3:00PM on January 15, 2016**. Firms must submit three (3) identical hard copies in a sealed envelope clearly marked "Proposal for Video Web Streaming & Archiving." Proposals shall be mailed or hand delivered to:

City of Fulshear  
Attention: Kristi Brashear, Finance Director  
30603 FM 1093 Road West  
PO Box 279  
Fulshear, TX 77441

All proposals submitted must include all the information and documents as requested in this request for proposals. No oral or electronic proposals, including those sent by facsimile or via e-mail, will be accepted or considered. All proposals received after the submittal time will be rejected and returned unopened. The City reserves the right to reject any or all proposals and to waive any informality.

Proposals will be opened and evaluated in private and will be kept confidential until an award is made.

### **Proposal Evaluation**

Proposals will be evaluated on various criteria including but not limited to:

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| 1. Approach to the performance of the services and satisfaction of City requirements        | 30% |
| 2. Professional skills and credentials of staff to be assigned to the provision of services | 25% |
| 3. Proposal quality and references provided   | 25% |
| 4. Overall cost and fees to be charged  | 20% |

The City Administrator shall determine which proposers have met the requirements of the RFP. The City Administrator shall have the sole authority to determine whether any deviation from the requirements of this RFP is substantial in nature. The City may waive or permit to be cured minor irregularities or minor informalities in proposals that are immaterial or inconsequential in nature, whenever it is determined to be in the City's best interest. The City may conduct discussions with proposers in any manner deemed necessary to best serve the interests of the City.

The City has the right to accept the proposal, which serves the best interest of the City, as submitted, without further discussion or negotiation. Proposers should, therefore, not rely on having a chance to discuss, negotiate, and adjust their proposals.

### **Correspondence Regarding RFP**

Questions or clarifications on the proposal documents need to be submitted to the City via email to [kbrashear@fulsheartexas.gov](mailto:kbrashear@fulsheartexas.gov) until **5:00PM on January 8, 2016**. Addendums that are issued as part of the request for proposals are to be initialed by the proper person and submitted as part of the delivery of the proposal package. Correspondence shall be emailed to the Finance Director at [kbrashear@fulsheartexas.gov](mailto:kbrashear@fulsheartexas.gov) with the subject Video Web streaming, Archiving, and Audio Podcasting.

**Contract**

The City reserves the right to make an award without further discussion of the proposal submitted or to not make any award. The proposal should be submitted initially on the most favorable terms which the firm can propose. The firm shall enter into a written contract, which shall be submitted to the City Administrator for approval. Final acceptance of the proposal shall only be complete when approved by City Council and executed by the City Administrator and City Attorney.